

Action Agenda 1999-2004

What Morehead State University Will Do To Advance Kentucky's Reform of Postsecondary Education

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Why is it important for Kentucky to have Morehead State University as one of its comprehensive universities?

- To educate students from a historically underserved region
- To make quality educational programs accessible to students and families in remote areas
- To prepare students – many from low-income families – for a rapidly changing workforce
- To establish educational partnerships with regional public and private institutions of higher education, public schools, local governments, and business and industry

How will Morehead State enroll, retain, and graduate more students?

- New and expanded student marketing, financial aid, recruitment and retention strategies, and public-private partnerships that include a P-16 (preschool through college) regional council
- Cooperative programs with the Kentucky Community and Technical College System to increase by 10 percent the enrollment of students who have completed two-year programs
- Developing and providing, with the help of the Kentucky Commonwealth Virtual University, at least five new or ongoing distance-learning opportunities that include an online MBA and nursing and sports administration programs – and creating a roundtable, in association with the American Association of Higher Education, on teaching, learning, and technology
- Expanding and improving the Morehead State Website to provide at least six administrative functions, including online student admissions, financial-aid application, course scheduling, course registration, fee payment, and advising
- Increasing by 10 percent enrollment in distance-education courses (extended campus centers, regional sites, and distance learning) through new marketing strategies and partnerships

- Teaming with other institutions of higher education to increase preprofessional opportunities such as the physician assistant and nurse practitioner programs with the University of Kentucky and the radiology technology program with the University of Louisville and Northern Kentucky University
- Moving toward greater diversity – notably more African Americans and women – throughout the university in keeping with objectives in the Kentucky Plan and the university's affirmative action plan
- Increasing by 20 percent money available for research and development
- Achieving a six-year graduation rate of 43.1 percent by 2004 and 45.6 percent by 2006
- Increasing the one-year retention rate of first-time freshmen to 68 percent by 2004 and 69 percent by 2006
- Increasing enrollment in the MBA program by 25 percent and doubling degrees awarded
- Establishing five new full-time or part-time endowed chairs or professorships
- Completing installation of the campus network to on-campus faculty offices, laboratories, classrooms, and student residence halls
- Continuing the implementation of the comprehensive micro-computer replacement program
- Increasing the university's endowment to \$15 million

How will Morehead State and the publics it serves become more engaged with one another?

- Participate in the planning and development of a P-16 regional council of representatives from public and private institutions of postsecondary education, public schools, teachers, state coordinating or governing bodies, the Prichard Committee for Academic Excellence, and area government, civic, and business leaders
- Promote new public coalitions and public-private partnerships through the university's program of distinction, the Institute of Regional Analysis and Public Policy
- Establish a Center of Educational Research & Leadership to engage the broader community in research and discussion on issues that include teacher education reform, economic development, adult literacy, continuing education, and training
- Expand and assist partnerships with business and industry to promote economic and workforce development

How will Morehead State know whether it has done what it says it will do?

- Document changes in enrollment, retention, and graduation rates
- Monitor enrollment of students who have completed two-year programs
- Track enrollment of students in distance-education courses
- Periodically survey students on their satisfaction with using the university Website for administrative functions
- Note the increase in cooperative programs with KCTCS and partnerships with other institutions
- Review changes in money budgeted for faculty research and development